



# **SERBIA**

## **MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country overview

THE WORLD BANK CLASSIFIES SERBIA AS A MIDDLE-INCOME COUNTRY

## Overview of Serbia



CAPITAL  
**Belgrade**

REGION  
**Europe**

GDP PER CAPITA, PPP  
**\$18,944**

GDP  
**\$51.5 billion**

POPULATION  
**6,945,235**

AREA  
**77,474 SQ.KM**

Economy is transitioning from being dominated by the state sector to a market-driven model. The service sector accounts for more than half of the country's gross domestic product.

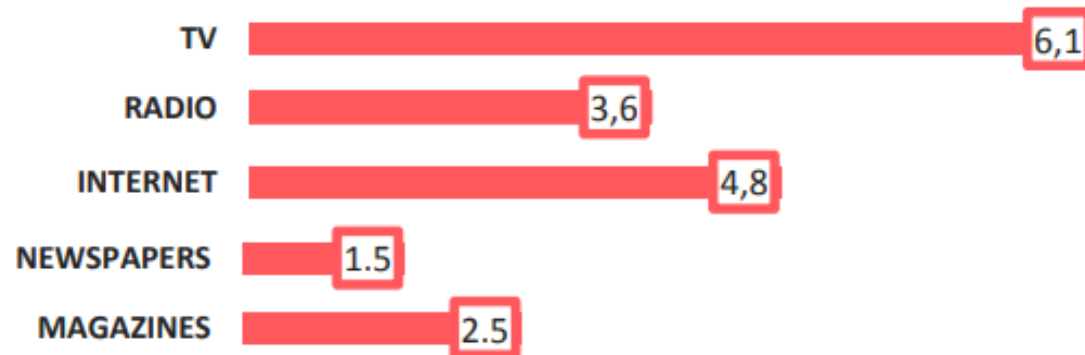
Serbian culture dates to the Byzantine Empire. More than 80 percent of secular Serbia identifies as Orthodox Christian.

The Serbian language primarily uses the Cyrillic alphabet but also includes Latin.

# Media Consumption Overview

TV IS STILL THE MOST POPULAR FORM OF MEDIA BUT ONLINE IS CATCHING UP

Media Audience Share in Serbia (millions)



TV viewers spend an average 5 hours 41 minutes per day



Highly concentrated radio market



Most popular daily papers are tabloids

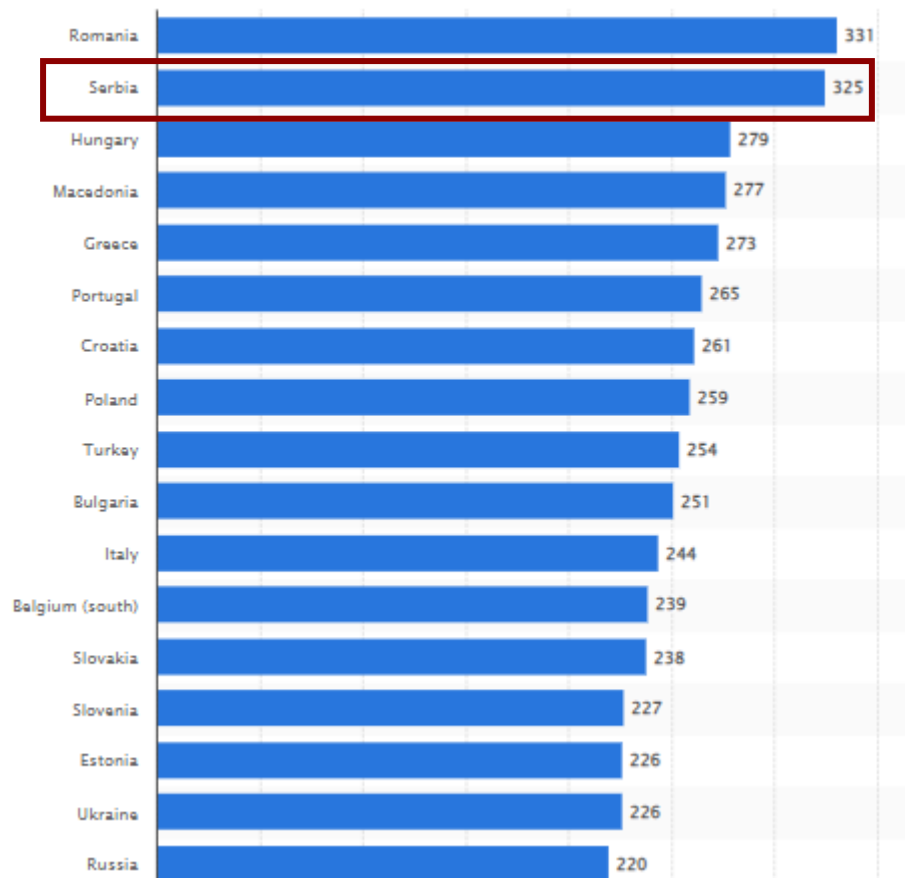


79% internet penetration

# TV Consumption

TV REMAINS A CRUCIAL MEDIUM FOR REACHING THE POPULATION

**Time spent watching TV daily in European countries (2019)**



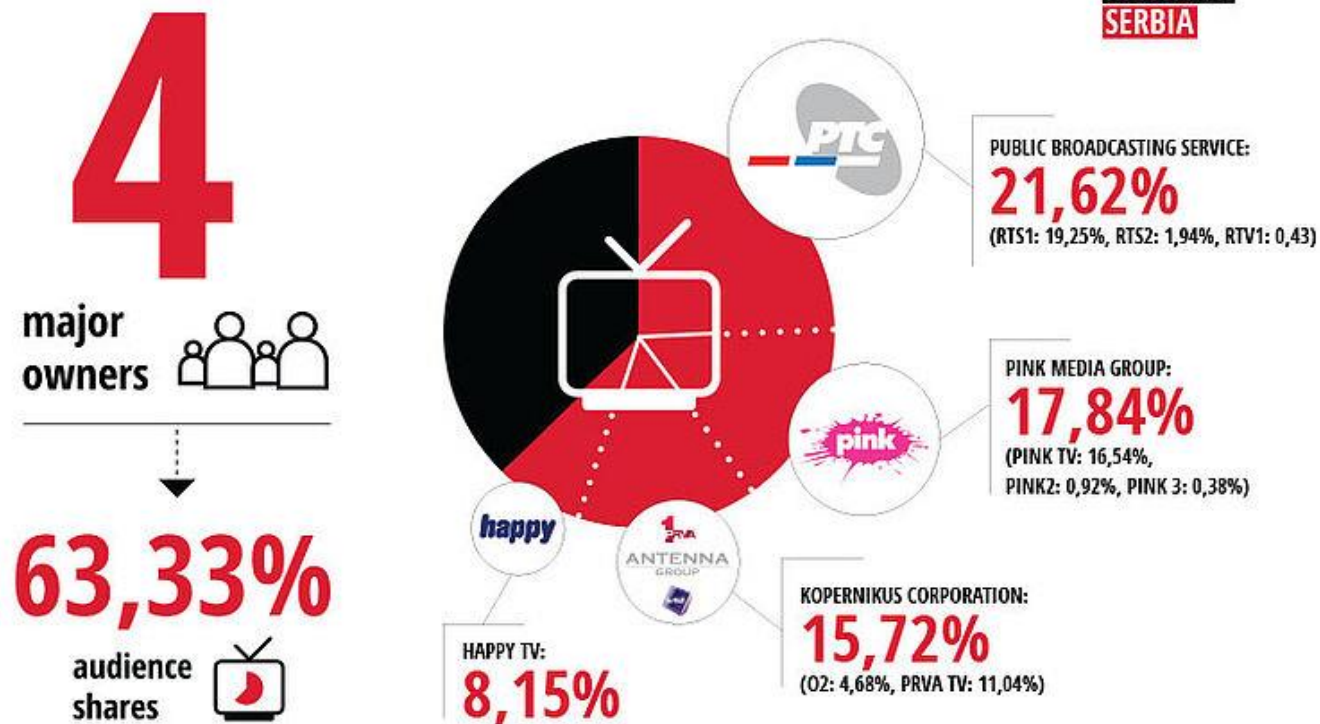
- Serbians rank 2<sup>nd</sup> in TV consumption spending 325 minutes (5hr 41min) daily in front of the TV
- National television broadcasters work amidst fierce competition, as Serbians have at their disposal – via cable and other operators – a large number of foreign channels, thematic channels and OTT platforms (Netflix, HBO, Pick box, RTS Planeta, etc.)

# TV Consumption

6.1 MILLION PEOPLE IN SERBIA RELY ON TELEVISION FOR THEIR NEWS

## TV MARKET IN SERBIA IS HIGHLY CONCENTRATED

MEDIA  
OWNERSHIP  
MONITOR  
SERBIA



# TV Consumption

## TOP TV NETWORKS

### RTS1



RTS1 is a national television station by public broadcaster RTS (Radio Television of Serbia) with national frequency. RTS1 offers viewers political shows and debates and domestic and international shows. RTS1 airs a range of locally produced dramas, which are among the most watched television shows in Serbia.

### Prva



Prva is a Serbian commercial television network with national coverage, formerly known as Fox Television. It has a program for all ages. Domestic and foreign films and series, news, shows.



### TV Pink

TV Pink is a privately owned, national TV channel in Serbia. It is one of the leading commercial stations in the Serbian television broadcast market. It produces and broadcasts high-quality domestic and foreign programs, popular series, films, telenovelas, entertainment and talk shows, state-of-the-art reality shows, as well as daily central news programs.

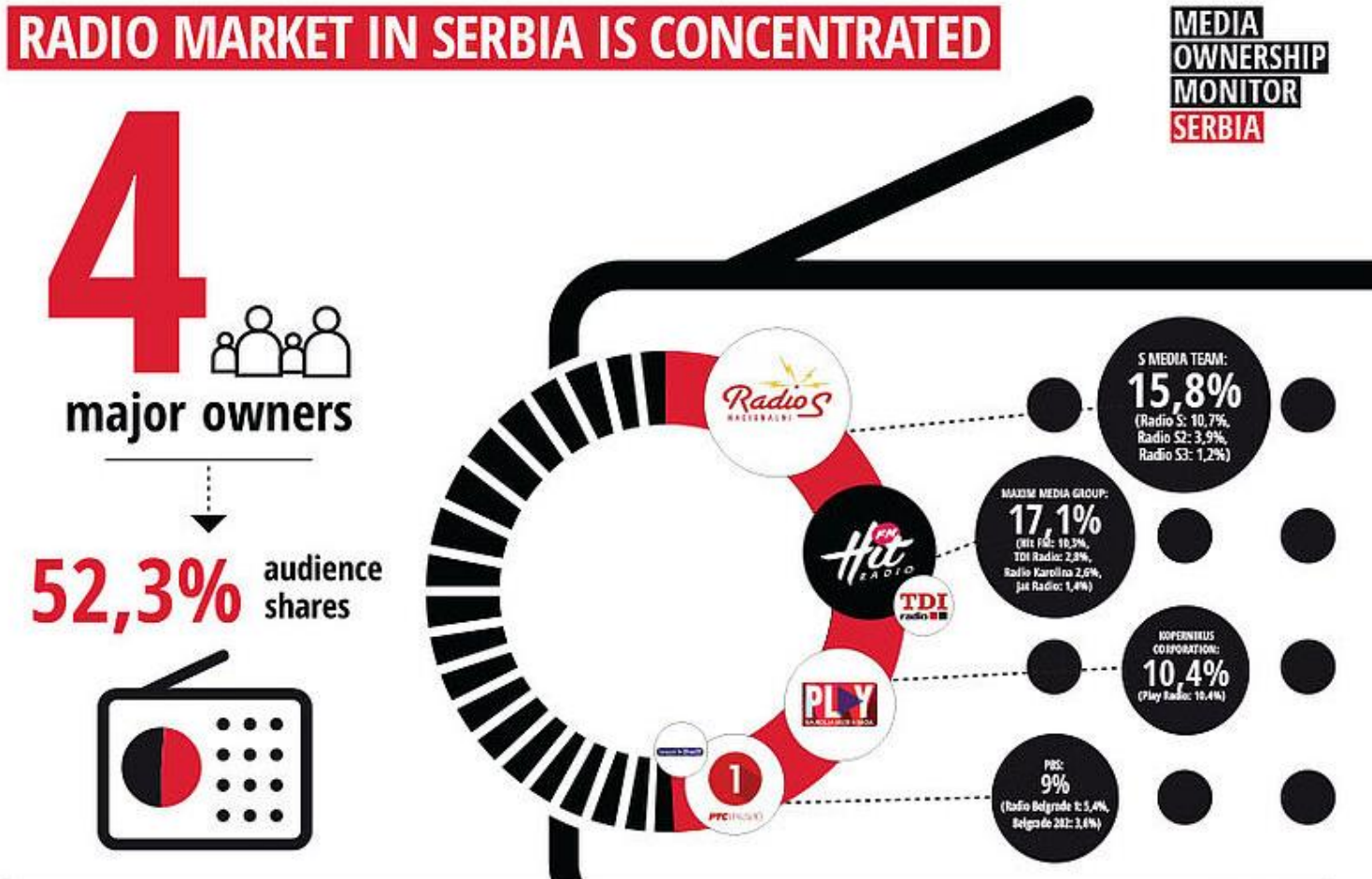
### Happy TV



Happy is a privately owned TV channel in Serbia. The channel has gained a strong reputation for its entertainment programming. It offers a compilation of international and domestic movies, American sitcoms, dramas, Indian soap operas and Latin telenovelas, as well as locally produced talk/variety shows, sitcoms and reality shows.

# Radio Consumption

A FEW OF THE BIGGEST STATIONS REACH MORE THAN HALF THE RADIO AUDIENCE



# Radio Consumption

## TOP RADIO STATIONS



### Radio S1

Radio S1 is the strongest radio brand in Serbia. It has been on the market for more than two decades, and for years it has been the most listened to radio station in Serbia and Belgrade. Radio S1 broadcasts domestic pop and rock hits and as many as 74% of radio listeners rank this radio station in the first place of their personal choice.



### Radio HIT FM

Radio Hit FM is a national radio station that broadcasts local pop music. The program is based primarily on music, with the broadcasting of short entertaining forms. Listeners are 15-55 years old.



### Play Radio

Play Radio Serbia provides 24-hours of contemporary mainstream music aimed at the adult population. The target group is urban people between the ages of 20 and 39.



### Radio TDI

Radio TDI is one of the leading radio stations in Serbia. Some of its programs include shows that feature new singles, share tickets for the best parties, and plays the biggest hits of foreign house music. It broadcasts the most popular shows, especially among the younger population.

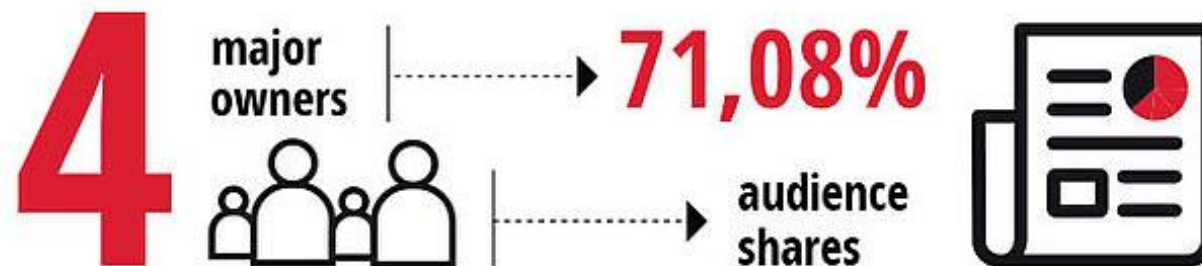
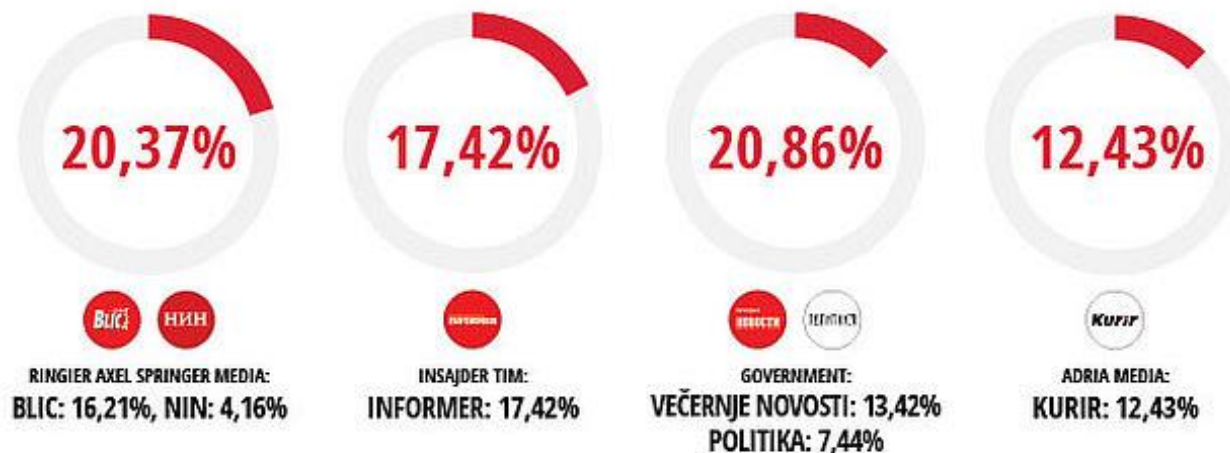


# Print Consumption

8 DAILY NEWSPAPERS AND 6 WEEKLIES ACCOUNT FOR THE GREATEST SHARE IN THE READERSHIP

## PRINT MARKET IS HIGHLY CONCENTRATED

MEDIA  
OWNERSHIP  
MONITOR  
SERBIA



# Print Consumption

## TOP PRINT TITLES



### Blic

**Circulation: 121,000**

Blic is one of the most popular newspapers in the country, owned by Ringier Axel Springer. With a reputation for serious and reliable reporting, Blic is considered to be one of the best sources for Serbian political and economic news.



### Večernje novosti

**Circulation: 80,000**

Večernje novosti is a Serbian daily tabloid newspaper. Founded in 1953, it quickly grew into a high-circulation daily. Novosti also employs foreign correspondents spread around 23 national capitals around the globe.



### Informer

**Circulation: 100,000**

Informer is a pro-government Serbian tabloid newspaper based in Belgrade. It covers politics, economics, chronicle, society, events in the country and the world, entertainment and sports.



### Kurir

**Circulation: 60,000**

Kurir is daily tabloid newspaper published in Belgrade, Serbia. Kurir also inspired the founding of other tabloids on the Serbian media scene.

# Digital Consumption

THE NUMBER OF INTERNET USERS IN SERBIA INCREASED BY 4.9% BETWEEN 2020 AND 2021



# Digital Consumption

SERBS SPEND THE MOST TIME ON B92.NET – INTERNET DIVISION OF B92 NEWS STATION

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



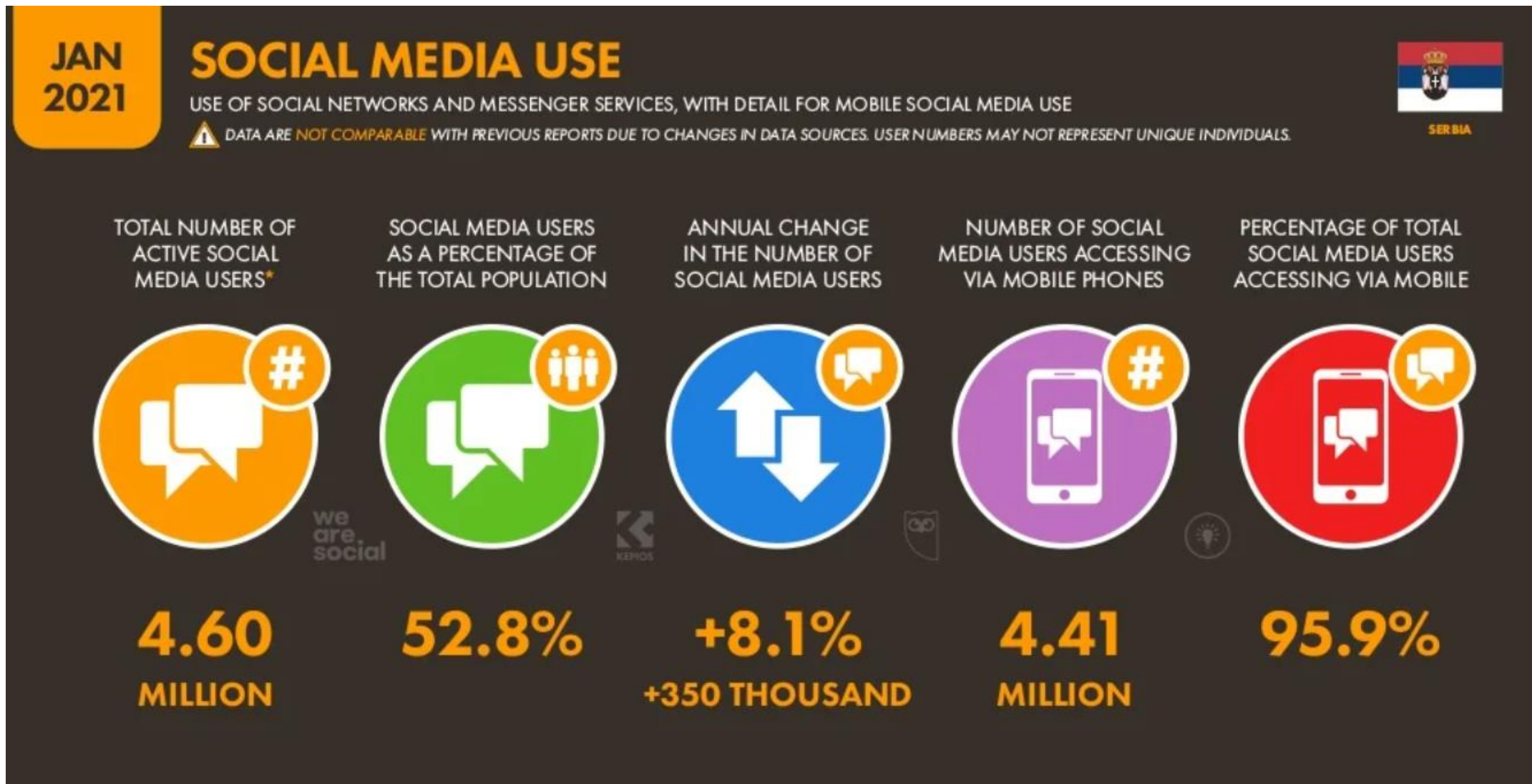
#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	95.3M	1.47M	16M 30S	11.9
02	YOUTUBE.COM	75.9M	1.27M	27M 41S	15.1
03	FACEBOOK.COM	35.0M	1.05M	15M 00S	11.9
04	GOOGLE.RS	10.0M	592K	8M 40S	13.1
05	INSTAGRAM.COM	8.81M	581K	13M 14S	21.0
06	WIKIPEDIA.ORG	7.19M	829K	6M 09S	4.0
07	BLIC.RS	703M	608K	5M 55S	3.3
08	KUPUJEMPRODAJEM.COM	6.48M	558K	12M 55S	14.6
09	KURIR.RS	5.35M	496K	21M 20S	6.3
10	TWITTER.COM	4.80M	362K	15M 17S	18.8

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	B92.NET	4.68M	310K	33M 37S	7.3
12	YAHOO.COM	3.86M	251K	7M 54S	5.3
13	NIINFO.COM	3.16M	436K	26M 13S	4.7
14	NOVA.RS	3.01M	324K	5M 26S	3.5
15	EON.TV	2.69M	127K	7M 26S	7.3
16	ROBLOX.COM	2.58M	65.1K	16M 15S	8.0
17	POLOVNIAUTOMOBILI.COM	2.52M	377K	14M 20S	14.8
18	ESDNEVNIK.RS	2.45M	169K	17M 29S	30.7
19	REDDIT.COM	2.37M	184K	11M 01S	6.9
20	NETFLIX.COM	2.36M	135K	9M 57S	4.4



# Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN SERBIA INCREASED BY 8.1% BETWEEN 2020 AND 2021



# Let's Discuss

Tel: +971 4 425 3300

Email: [info@themediavantage.com](mailto:info@themediavantage.com)

Website: [www.themediavantage.com](http://www.themediavantage.com)

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,  
UAE

